

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

Legistar # _____

DATE SUBMITTED: 9/28/11

Action Requested

- ☐ Informational Presentation
☐ Initial Approval and/or Recommendation
☒ Final Approval and/or Recommendation

UDC MEETING DATE: _____

PLEASE PRINT!

PROJECT ADDRESS: 7483 West Towne Way

ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

REI Recreational Equipment Inc Bauer Sign Co

6750 S. 228th St W184 S8408 Challenger Dr.

Kent, WA 98032 Muskego, WI 53150

CONTACT PERSON: Bob Kraus / Bauer Sign Co

Address: W184 S8408 Challenger Dr.
Muskego, WI 53150

Phone: (262) 679-2500

Fax: (262) 679-8370

E-mail address: bkraus@bauersignusa.com

PLEASE PRINT!

TYPE OF PROJECT:

(See Section A for:)

- ☐ Planned Unit Development (PUD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Community Development (PCD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Residential Development (PRD)
☐ New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
☐ School, Public Building or Space (Fee may be required)
☐ New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
☐ Planned Commercial Site

(See Section B for:)

- ☐ New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- ☐ R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- ☒ Comprehensive Design Review* (Fee required)
☐ Street Graphics Variance* (Fee required)
☐ Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

8105 Birch Bay Square St, Suite #205
Blaine, WA 98230
Phone: 425-455-1100
support@lucidmanagementgroup.com

DATE: November 25, 2010
SKETCH: LM10-225-R4_MR2
SALES: Leslie Ivens
ARTIST: CAM
SCALE: NTS
PAGE: 1 OF 8

Customer Approval

Landlord Approval

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REVISION HISTORY (PRIOR TO MASTER PRINT)

1	APR 27-11removed "R" trademark
2	MAY 4-11 ADDED DRAWINGS OF WEST & SOUTH ELEVATIONS.
3	AUG 5 - NO CHANGE TO THIS PAGE
4	AUG 15 - ADDED NOTE FOR PLACEMENT OF SIGN 2, REVISED CHANNEL LETTER ART.

MASTER
DATE OF MASTER: SEP 26, 2011

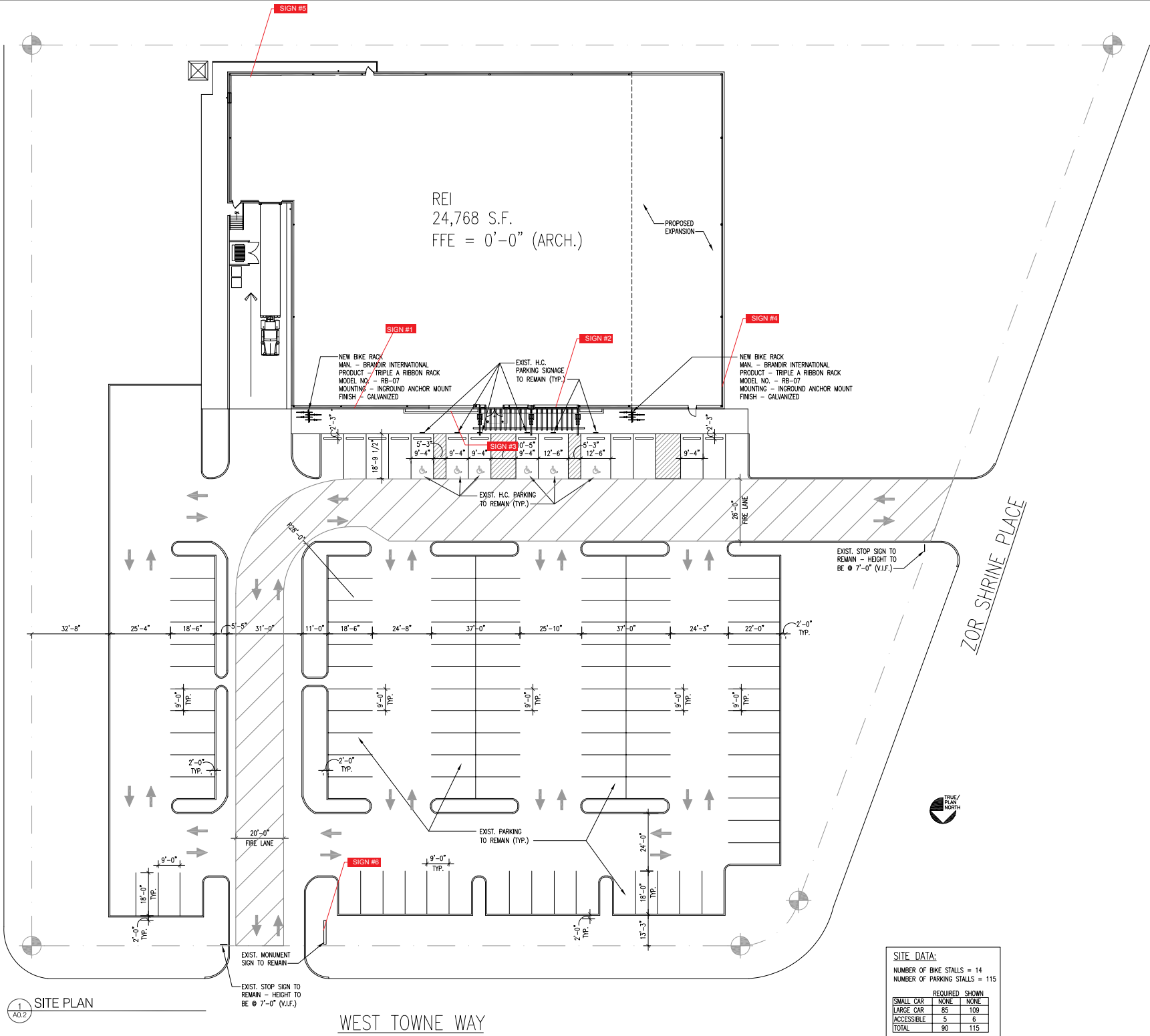
MASTER SIGN OFF
SALES REP

MASTER REVISION HISTORY

1	MR2-SEPT 26-11- NEW PAGE ADDED
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BRANCH #048
7483 W. Towne Way
Madison, WI 53719



Sign 1

MANUFACTURE AND INSTALL... EXTERIOR

ILLUMINATED CABINET

8'-0" x 10'-8" - Halo lit cabinet with push thru copy

CONSTRUCTION:

PUSH THRU COPY: Clear acrylic with white diffuser on first and second surface

FACE / RETURNS: Satin Black

ILLUMINATION: WHITE LED

GRAPHICS

LOGO / COPY: White

®: Black reverse-cut vinyl on first surface of push-thru shape

BACKGROUND: Black

COLOUR DATA

VINYL: White Diffuser...3M-3635-30

3m 3630-22 Black

PAINT: Satin Black

Sign 2

MANUFACTURE AND INSTALL... EXTERIOR

FACE-LIT CHANNEL LETTERS

1'-8" Individual Face-lit channel letters

CONSTRUCTION:

SELF-CONTAINED

FACES: .125" #7328 White Acrylic

BACKS: .080 Aluminum

TRIM-R1 CAP: 1" Black

RETURNS: Satin Black

ILLUMINATION: WHITE LED



GRAPHICS

COPY: White

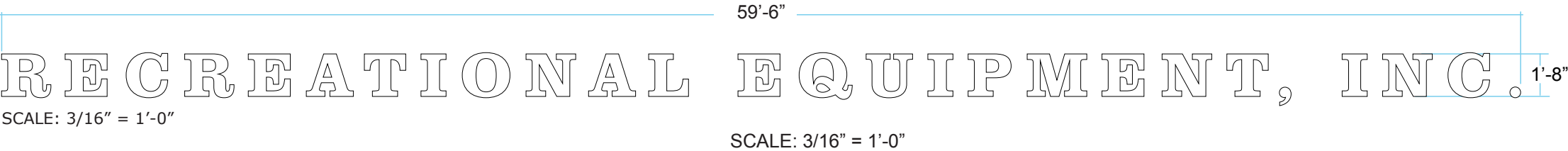
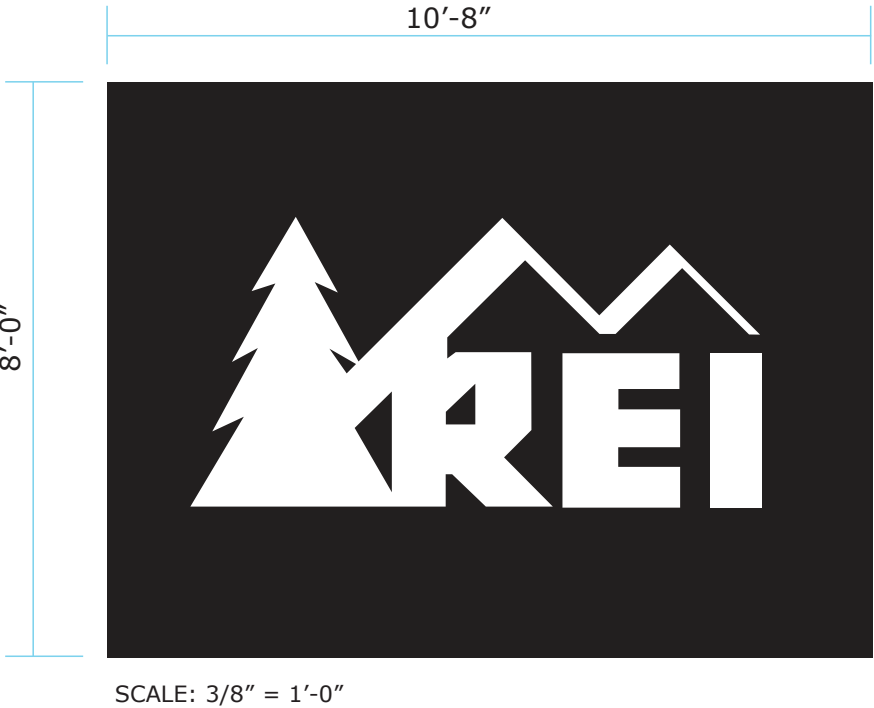
COLOUR DATA

VINYL: White Diffuser...3M-3635-30

PAINT: Satin Black

	SIGN 1 • ILLUMINATED CABINET
	• 85.36 SQ FT • WEIGHT: 500 LBS • POWER: 120 V / 12 AMPS
	SIGN 2 • FACE-LIT CHANNEL LETTERS
	103.06 SQ FT • WEIGHT: 250 LBS • POWER: 120 V / 2 X 15 AMPS

TOTAL LOGO & CHANNEL LETTERS: ~188.42 SQ FT





Lucid Mgmt Group INC. LTD.

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support@lucidmanagementgroup.com

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SKETCH: LM10-225-R4_MR2

SALES: Leslie Ivens

ARTIST: CAM

SCALE: AS NOTED

PAGE: 2 OF 8

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MASTER REVISION HISTORY	
1	
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BRANCH #048
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SIGN #3

MANUFACTURE AND INSTALL... EXTERIOR

S/F Non - Illuminated Specialty Shop Sign

Overall Size: 2'-0" x 4'-0"

CONSTRUCTION:

- SUBSTRATE: 1/8" broken alum. pan...broken top, bottom, sides... welded corners... painted satin black
- PANELS: 3/16" waterjet-cut corten w/ white plex pushed-thru copy...1/16" proud
- BACKER: 1/8" white plex
- MOUNTING: Socket cap screws (Alan wrench)

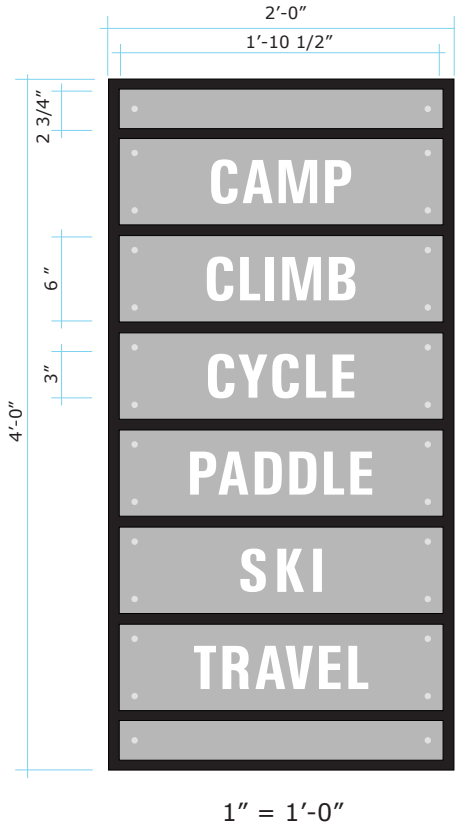
GRAPHICS

COPY: White...as shown
PANELS: Corten

COLOUR DATA

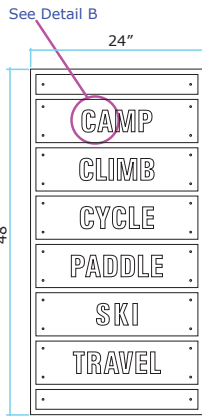
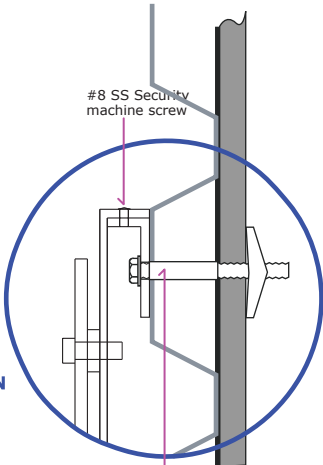
PAINT: Satin Black, colour to match panel alt.

See Page 3 & 7 for Placement on Building

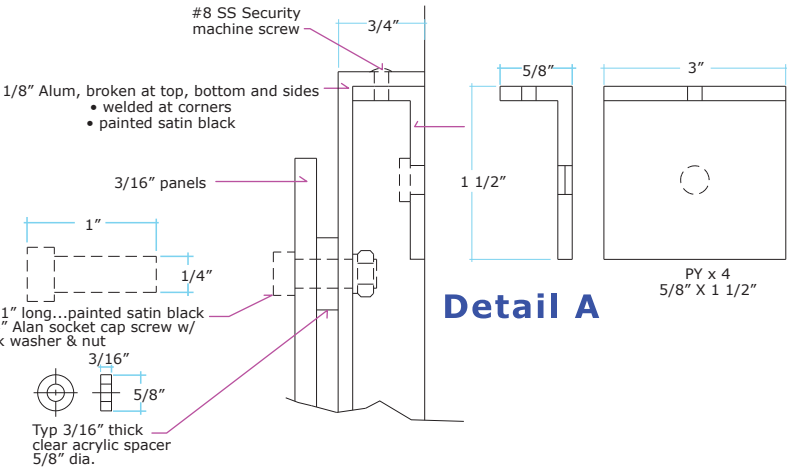
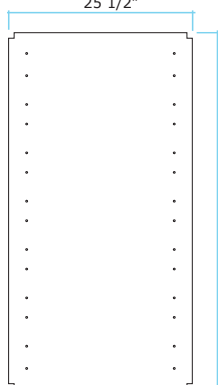
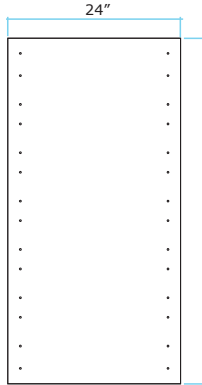


TYPICAL METHOD OF INSTALLATION

- Toggle bolt with rigid PVC spacer:
- Spacer to terminate on front side of sheathing



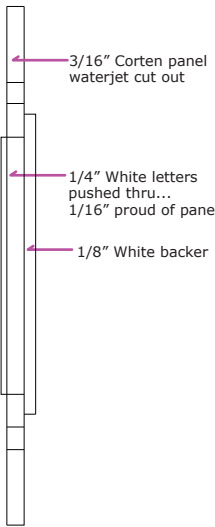
NOTE: Holes in back panels allow installation of blades in both configurations



Detail B



FULL-SIZE SECTION



SIGN #3
SPECIALTY SHOP SIGN
NON-ILLUMINATED
8.0 sq.ft

LMG Lucid Mgmt Group INC. LTD.

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MASTER MASTER SIGN OFF
DATE OF MASTER: SEP 26, 2011 SALES REP

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1	
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BRANCH #048
7483 W. Towne Way
Madison, WI 53719



EXISTING



PROPOSED

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Blaine, WA 98230
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support@lucidmanagementgroup.com

DATE: November 25, 2010
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PAGE: 4 OF 8

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4	AUG 15 - ADDED NOTE FOR PLACEMENT OF SIGN 2 & REVISED DIM

MASTER
DATE OF MASTER: SEP 26, 2011

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SALES REP

1	MR2-SEPT 26-11- NEW PAGE ADDED
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BRANCH #048
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Madison, WI 53719

Sign #4

INSTALL... EXTERIOR

NOTE: WE WILL RE-USE THE SIGN LOGO THAT IS BEING REMOVED FROM THE NORTH ELEVATION

ILLUMINATED CABINET


6'-6" x 8'-8" - Halo lit cabinet with push thru copy



EXISTING



PROPOSED



SIGN 4

- ILLUMINATED CABINET
- 56.33 sq.ft



EXISTING



PROPOSED

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Blaine, WA 98230
Phone: 425-455-1100
support@lucidmanagementgroup.com

DATE:	November 25, 2010
SKETCH:	LM10-225-R4_MR2
SALES:	Leslie Ivens
ARTIST:	CAM
SCALE:	1/2" = 1'-0"
PAGE:	5 OF 8

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MASTER SIGN OFF
SALES REP

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BRANCH #048
7483 W. Towne Way
Madison, WI 53719

Sign #5


ILLUMINATED CABINET

6'-6" x 8'-8" - Halo lit cabinet with push thru copy



EXISTING SIGN - TO REMAIN





SIGN 5

- ILLUMINATED CABINET

- 56.33 SQ FT



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SKETCH: LM10-225-R4_MR2

SALES: Leslie Ivens

ARTIST: CAM

SCALE: 1/2" = 1'-0"

PAGE: 6 OF 8

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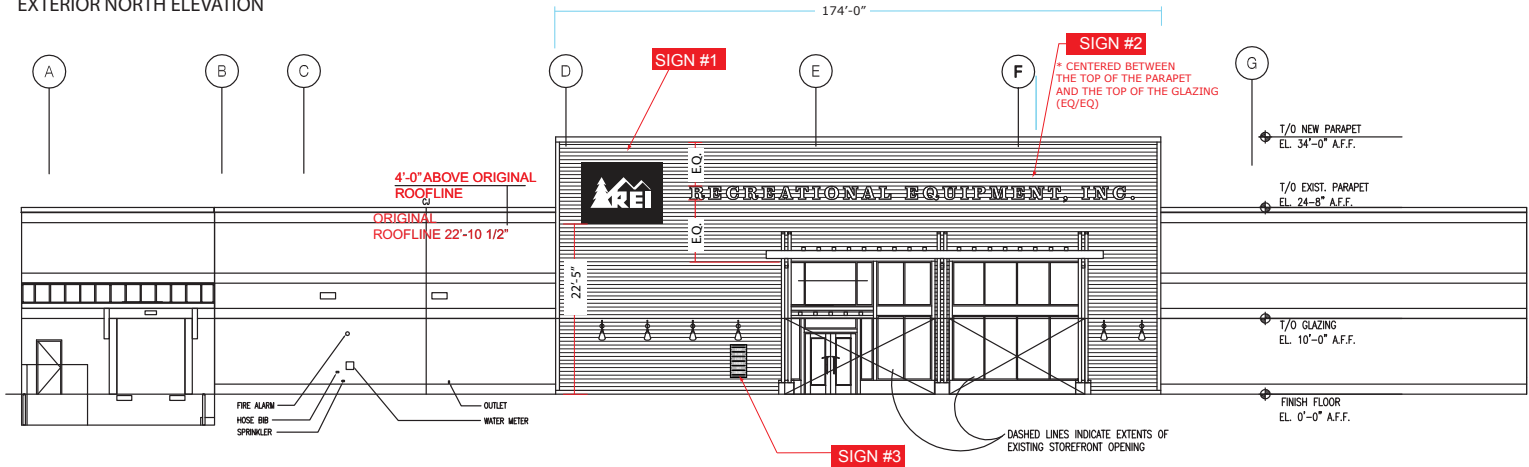
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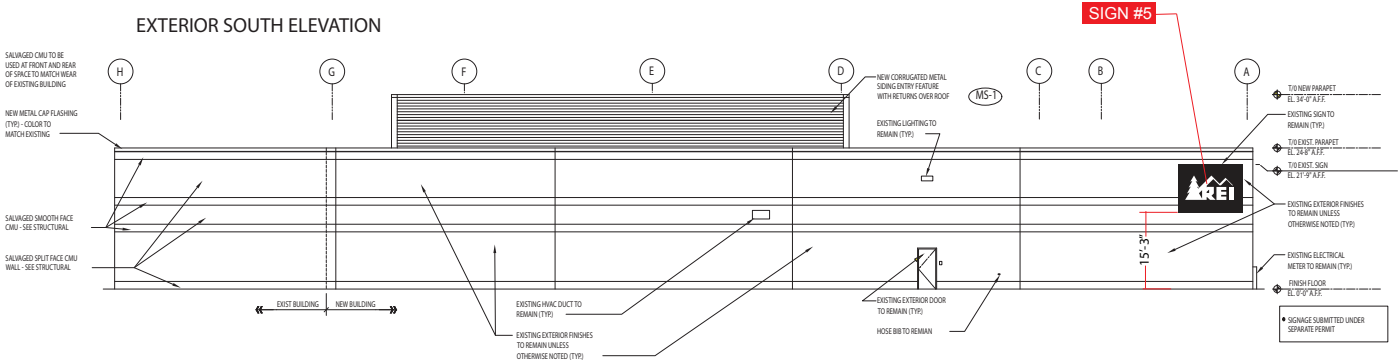


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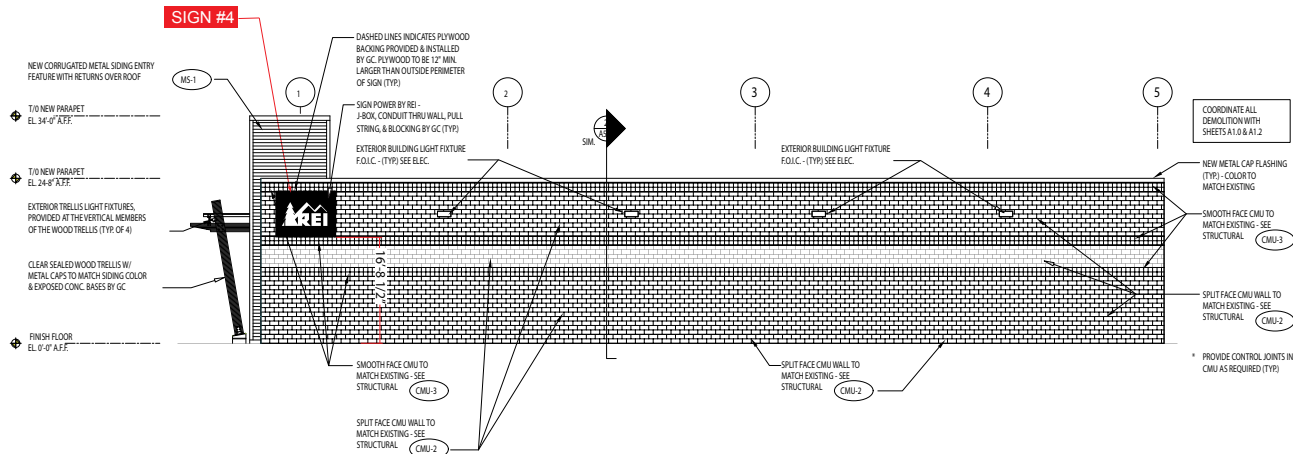
EXTERIOR NORTH ELEVATION



EXTERIOR SOUTH ELEVATION



EXTERIOR WEST ELEVATION




Existing Sign to Remain



EXISTING



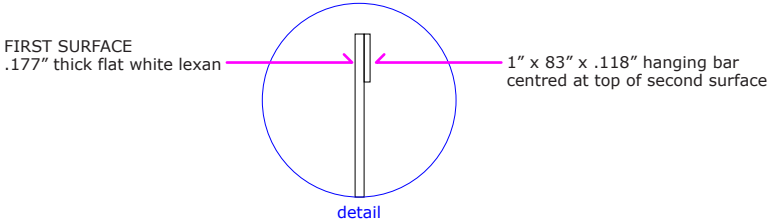
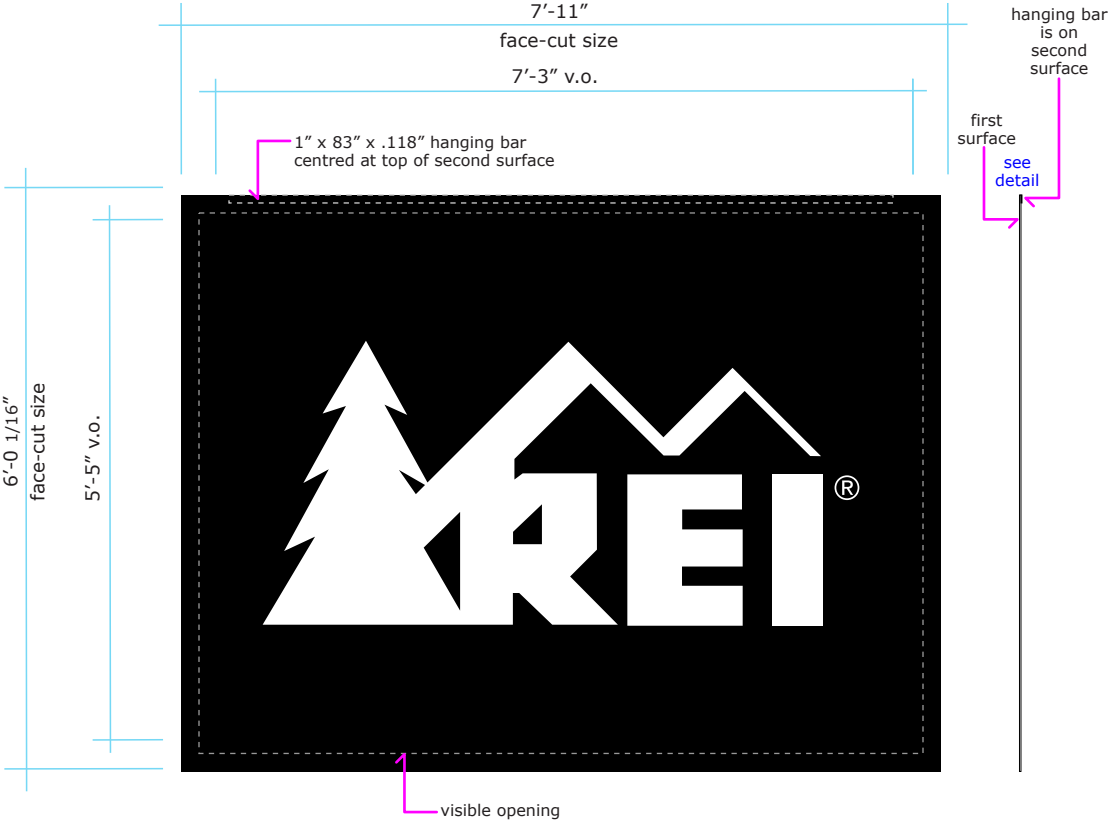
EXISTING



SIGN 6

EXISTING D.F. PYLON SIGN

47.5 SQ FT per FACE



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SCALE:	NTS
PAGE:	8 OF 8

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1	
2	
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BRANCH #048
7483 W. Towne Way
Madison, WI 53719

September 28, 2011

Urban Design Commission
City of Madison

RE: REI Recreational Equipment, Inc. Signage – Comprehensive Design Review

Dear Urban Design Commission

Attached is a proposed sign package for 7483 West Towne Way. The property is currently zoned C2

The request is for an overall sign package for the renovated storefront and property. The package seeks approval of one (1) illuminated ground sign, illuminated wall signage on three (3) elevations, and one (1) non-illuminated directory panel. REI, Inc. has created a unique and attractive store entry that has created a need for increased signage square footage allowance and unique sign placement allowance that does not meet current allowances per code. The remodeled storefront was created to meet REI's store image that is being implemented at other corporate locations.

North Elevation: Signs #1& #2; and sign #3

- Sign code allows for a maximum allowance of 40% of the signable area ($4' \times 80' = 320' \times 40\% = 128 \text{ sq ft}$ allowed) or 2 sq ft of signage allowed per each lineal foot of frontage ($136' \text{ of frontage} \times 2 = 272 \text{ sq ft}$). Signage cannot cross any architectural detail and must have public street frontage.
 - Proposed square footage for signs #1 (85.36 sq. ft.) and sign #2 (103.06 sq. ft.) equals 188.42 sq ft
 - The sign design of sign #1 has a routed aluminum face with internal illumination. "logo" and "REI" copy are illuminated. Balance of sign face is aluminum and non-illuminated.
- Placement: Sign code defines the sign band of a parapet wall cannot extend above a maximum of four (4) vertical feet above the traditional roofline. Signs must be placed within this defined signable area.
 - Proposed placement of signs #1 and #2 extends above the defined signable area.
- Merchandise sign (sign #3) per code must not exceed nine(9) sq. ft. with a maximum height of eight (8) feet and be non-illuminated.
 - Proposed sign #3 meets all of the criteria preexisting sign code

We feel the size and placement of this signage is aesthetically pleasing and consistent for the remodeled storefront design. Additionally, the placement of the storefront sign is necessary due to the height of street frontage landscape details.

West Elevation: Sign #4

- Sign code allows for a maximum allowance of 40% of the signable area ($4' \times 80' = 320' \times 40\% = 128 \text{ sq ft}$ allowed) or 2 sq ft of signage allowed per each lineal foot of frontage ($136' \text{ of frontage} \times 2 = 272 \text{ sq ft}$). Signage cannot cross any architectural detail and must have public street frontage.

- Sign #4 as proposed meets all criteria per existing sign code Sign #4 is 6' 6" high x 8'8" high totaling 56.33 sq ft
- The sign design of sign #4 has a routed aluminum face with internal illumination. "logo" and "REI" copy are illuminated. Balance of sign face is aluminum and non-illuminated.

The placement of this sign gives necessary exposure to traffic on Zor Shrine Dr. to the west.

South Elevation: Sign #5

- Sign code allows for a maximum allowance of 40% of the signable area ($4' \times 80' = 320' \times 40\% = 128$ sq ft allowed) or 2 sq ft of signage allowed per each lineal foot of frontage ($136'$ of frontage $\times 2 = 272$ sq ft). Signage cannot cross any architectural detail and must have public street frontage.
 - Sign #5 meets size criteria and building detail placement but does not have public street frontage or access. Sign faces a neighboring parking lot and the West Beltline Highway.

We feel this sign placement gives the store exposure to the heavily traveled West Beltline Highway to the south. Sign was previously reviewed and permitted in 2007 (Permit tag #P0308)

Monument (ground sign) sign (Sign #6)

- Sign code allows for one (1) monument sign with a maximum square footage of sixty-four (64) sq.ft and a ten (10) foot overall height.
 - We are proposing no modification to the existing sign. Sign meets all criteria for the site: Square footage; setback and overall height. Sign #6 is forty-seven (47.5) sq. ft. and is nine (9) feet in overall height.

Sign was previously reviewed and permitted in 2007 (Permit tag #P0307)

It is very important to REI to maintain consistency and appearance for their corporate identity. The commitment to the Madison community is well documented in their expansion and remodel in the current location. Store location has a very limited exposure behind two major retail developments. This sign package will help to maintain their identity and exposure.

We are seeking final approval on this sign package as presented.

Respectfully submitted,

Bob Kraus /Bauer Sign Company

Comprehensive Design Review Criteria

1. The Sign Plan shall create visual harmony between the signs, building, and building site through unique and exceptional use of materials, design, color, any lighting , and other design elements; and shall result in the signs of appropriate scale and character to the uses and building on the zoning lot as well as adjacent buildings, structures and uses.
 - *The sign package utilizes unique box sign designs with the faces utilizing routed painted black aluminum panels with white show thru copy. The color scheme offers distinctive copy readability in both daytime and evening viewing. The illumination is provided by energy efficient LED lighting and offers a unique concept of internal illumination of the copy area as well as a reverse halo-lit perimeter of the overall cabinet. The channel letters on the main elevation offer a distinctive contrast color to the building facade and are internally illuminated with energy efficient LED lighting,*
 - *The scale and placement of the elevation signage is consistent with other retail buildings in the West Towne retail corridor.*
2. Each element of the Sign Plan shall be found to be necessary due to the unique or unusual design aspects in the building site or surrounding environment.
 - *The north elevation is a newly constructed main store entry that is clad with a unique corrugated metal facing. The height of the main entry was constructed with a parapet wall that extends past the original roof line that breaks up the mass of the traditional masonry frontage. The signage that is placed on this parapet wall allows the identification to be visible over the heavily landscaped property frontage.*
 - *The west elevation cabinet is placed for visibility to traffic on Zor Shrine Blvd. Travelers on Zor Shrine Blvd do not pass the main (north) elevation signage so the signage is strategically placed to be viewed through a break (opening) in the tree lined western edge of the site.*
 - *The south elevation signage is placed on the rear elevation to gain exposure to the heavily traveled West Beltline Hwy.*
 - *The monument (ground) sign is placed on the northern edge of the property to gain exposure to travelers on West Towne Way. The setback, size, and landscaping are consistent with the zoning code.*
3. The Sign Plan shall not violate any of the stated purposes described in the Secs. 31.02(1) and 33.24(2).
 - *The entire package and its unique design elements are consistent with the building site needs in style and scale. The signage enhances the overall aesthetic value of the building mass.*

4. All signs must meet minimum construction requirements under Sec. 31.04(5).
 - *All signage meets or exceeds the requirements listed. Signage is constructed and listed under UL standards. The structures are of all aluminum construction with noncombustible Plexiglas copy areas.*
5. The Sign Plan shall not violate any of the stated Advertising beyond the restrictions in Sec. 31.11 or Off – Premise Directional Signs beyond the restrictions in Sec. 31.115.
 - *The sign package contains no Advertising Signage as define in Sec. 31.11*
 - *There are no Off-Premise signs in the proposed package*
6. The Sign Plan shall not be approved if any of element of the plan:
 - a) Presents a hazard to vehicular or pedestrian traffic on public or private property.
 - *The monument ground sign meets all setback requirements and is place within a landscaped area.*
 - *The wall signage is secured by lags and shields per industry standard and placed well above pedestrian reach*
 - b) Obstructs views of ingress and egress of adjoining properties
 - *The monument sign is the only signage on the site that is on the perimeter of the property and does not obstruct views of adjacent properties.*
 - c) Obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - *The site building setback or sign placement do interfere with adjacent property visibility*
 - d) Negatively impacts the visual quality of public or private open space
 - *The site or signage does not negatively impact any open space*
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.
 - *Per the site plan no signage is proposed outside of the actual surveyed property or placed in the public right of way.*













INTERNATIONAL
INC.



RECREATIONAL
EQUIPMENT, INC.

